

# BUSINESS RESOURCE CENTERS

## *Helping Utah Businesses Succeed*

**The Business Resource Centers Program is sponsored by the Governor's Office of Economic Development.**



Small business owners have many questions on how to best position themselves for success. Questions abound on business planning, tax structure, personnel, training, marketing, locations, contracting, administrative services, mentoring, and funding. The good news is that there are plenty of places, funded at the federal, state and local level, to help. The bad news is it takes a lot of work to find them all.

A few years ago, business owners needed to travel from one location to another or search the web to find answers to their questions, becoming very frustrated in the process. Now, regional Business Resource Centers (BRCs) provide a better way.

BRCs consolidate various business service providers in a single location to answer most small business owners' questions. The BRC staff assists in coordinating the services of local business service provider partners making the delivery of counseling and assistance more effective and ensuring that business owners and managers receive all the help they need to be successful.

When the business customer comes through the door or makes a phone call the center personnel first conduct an assessment to understand the business owner's needs, and sets up appointments with various service providers who can best assist them. The center personnel then conduct follow-up to ensure the customer has seen all needed providers, to reach out

as necessary across the state for other services and to measure the success of service delivery.

The idea of a one-stop shop isn't new and various efforts have been considered before, but the idea really took off in 2008 when the Utah State Legislature, desiring to improve the success rate of Utah small businesses, got behind the effort and passed the Utah Business Resource Centers Act which became law in March of that year. The first BRCs were up and running in late 2008 and additional ones started throughout 2009.

All Business Resource Centers are tailored to the local community they serve and have service providers as partners who are experts in their fields. Some of the partners found at the BRCs include the Small Business Development Center, which is sponsored by the U.S. Small Business Administration, the Procurement Technical Assistance Center which provides governmental contracting assistance, Manufacturers Extension Partnership, Service Corps of Retired Executives (SCORE), USTAR, investors, micro loan organizations, business incubators, chambers of commerce, local economic development organizations and resources available at the local educational sponsor.

In 2009 over 500 business customers visited the initial three BRCs, creating or retaining over 340 jobs. In addition, over 1,600 businesses visited all of the business partners operating out of those same three BRCs during this same time period. ①



**Find** more information:  
please see the **GOED** website at  
[www.goed.utah.gov/start/](http://www.goed.utah.gov/start/Business-Resource-Centers)  
**Business-Resource-Centers.**

Currently there are eight Business Resource Centers (BRC) operating across Utah:

- Cache BRC at the Bridgerland ATC in Logan
- North Front BRC at the Davis Applied Technology College in Kaysville
- Miller BRC at the Miller Campus of Salt Lake Community College in Sandy
- Utah Valley University BRC in Orem
- Southern Utah University BRC in Cedar City
- Dixie BRC in St. George
- Carbon & Emery BRC in Price
- Zions BRC in Salt Lake City

